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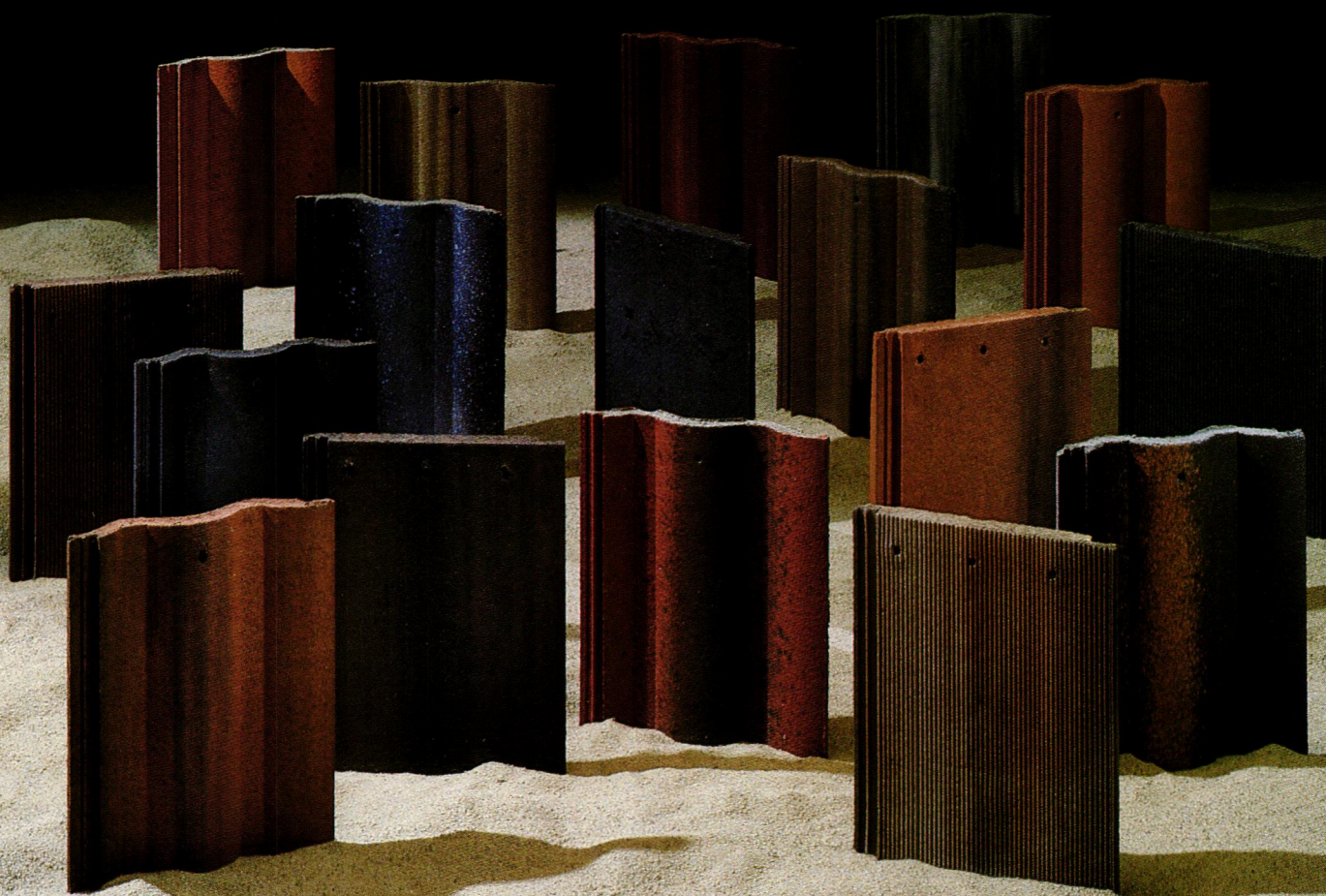
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photo by Kunkel/Turner

**Collaboration . . .** The Heath tile floor  
at Berkeley's unique new Cafe  
Fanny is the result of a  
design collaboration with

Heath Tile,  
architect James Monday  
& owner Alice Waters.

**Heath Ceramics**, Sausalito, CA 94965

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Edith Heath  
Jon Brooder





## **Challenge:**

An inner-city park, fountain, walkway, gardens and rest areas.

## **Solution:**

Higgins Pavers



## **Challenge:**

A retail shopping area, sidewalks, planters and public transportation stop areas.

## **Solution:**

Higgins Split Pavers

At the edge of the new Santa Ana, California Civic Center, the architectural firm of McMahon Partnership has designed Sasscer Park Memorial Fountain, a reflection pool and fountain, plantings and lawns unified with 100,000 Saturn Red pavers from Higgins Brick.

Nearby, Rex Lottery, A.I.A., has designed block after block of beautiful brick sidewalks, planters and bus stop shelters for Santa Ana Urban Renewal with 291,000 Saturn Red split pavers from Higgins Brick.

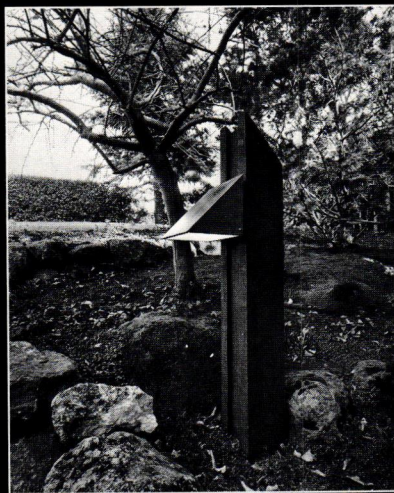
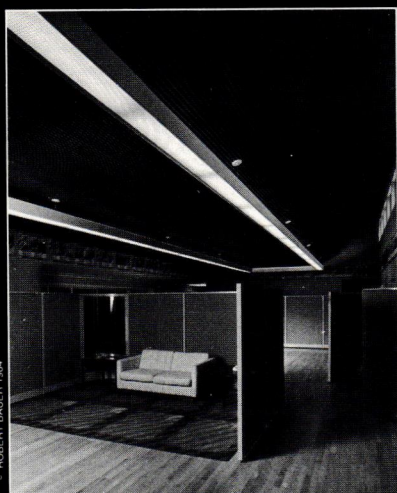
The two separate projects executed by two different offices are beautiful examples of

the quality, durability and aesthetic value that Higgins pavers offer for a variety of projects. In both of these situations it was necessary that the selected material meet the ASTM C902 standards of 8000 lb/sq. inch compressive strength and 11% cold water absorption. Higgins pavers more than surpass those requirements with an impressive 18,890 lb/sq. inch compressive strength and 5.24% cold water absorption. Dependable performance with minimum maintenance make pavers from Higgins Brick a natural solution for your challenges.

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California State Office Building, Sacramento. Architect: M.B.T. Associates.

ROB SUPER

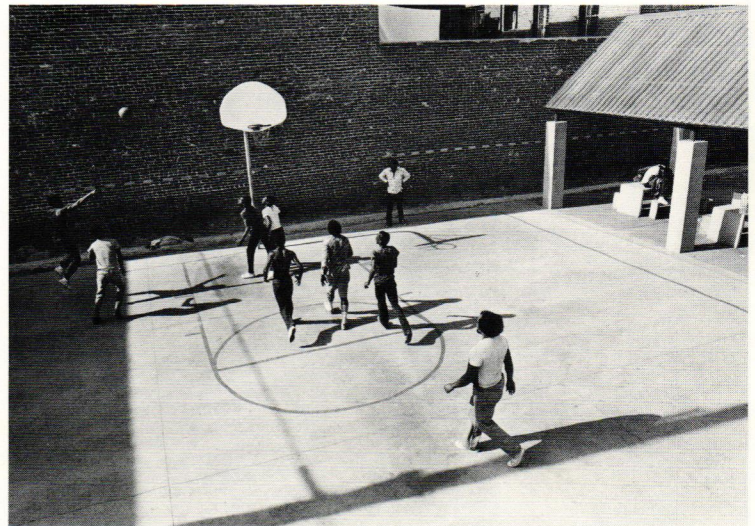


The Chambord Apartments, San Francisco. Restoration Architect: Marquis Associates.



Park Tower, Long Beach. Architect: The Landau Partnership.

RICHARD GORDON



Sixth Street Park, Los Angeles. Landscape and Urban Design: POD, Inc.

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## COVER

"Urban Spectra" is a double exposed image of urban redevelopment created through a unique process of in-camera editing by Los Angeles photographer Richard Rownak.

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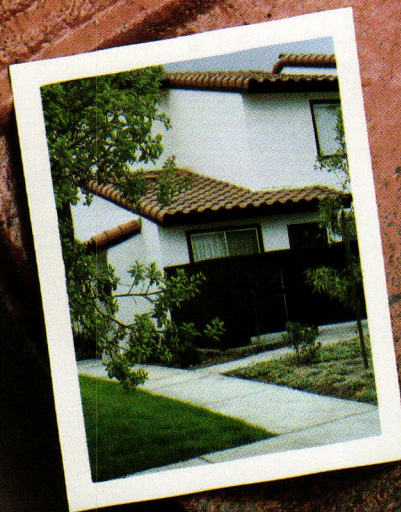
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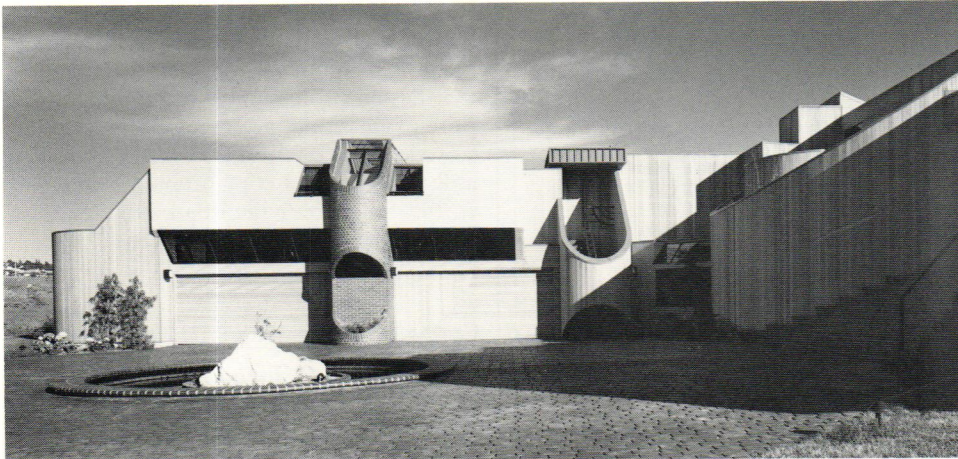
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Dr. and Mrs. M.S. Lewis residence. Architect: Marshall Lewis, AIA.

### CALBO AWARDS

Five buildings were recognized in the Annual California Building Officials Awards of Excellence program which emphasizes contributions to the public safety, as well as design excellence. Projects were judged on energy efficiency, accessibility for the physically disabled, structural integrity, and code compliance. Winner in the single-family category was the Dr. and Mrs. M.S. Lewis residence in Palos Verdes, designed by Marshall Lewis, AIA of Santa Monica. The Oyster Point Business Park in South San Francisco, designed by George Avanesian, AIA & Associates, led the lowrise office category. The Continental Development Corporation received an award in the highrise office category for the Continental Park Plaza Building in El Segundo. John C. Loomis of Thirtieth Street Architects in Newport Beach received top honors for the rehabilitation of the 100 block of West Fourth Street in Santa Ana. A special category was created to recognize the work of Sotiros Grillias, AIA of Irvine in the design of a steam maintenance facility for Southern California Edison Company. Judges for the awards program were R.W. Schuller; James Bihr, P.E.; Ronald W. Bogardus, P.E.; Charles R. Imbrecht; John Canestro, P.E.; Whitson W. Cox, FAIA and Paul W. Welch, Jr.

### DATA SOUGHT ON ENERGY EFFICIENT BUILDINGS

A project to collect and analyze measured data on new California buildings designed to meet or exceed Title 24 standards is being jointly sponsored by the California Energy Commission and the

University of California.

The Cal-BECA (California Building Energy-Use Compilation and Analysis) project needs information on building type and size, other general physical and operating characteristics, energy efficient features, actual energy consumption (measured in the aggregate by utility bills or possibly by an on-site energy management system), and (where available) construction costs.

Where desired, proprietary information about the building, such as its owner, exact address or utility costs, can be kept confidential.

Participants will receive a complimen-



CHASE ROBERTS, AGE 7, POINT VICENTE SCHOOL

*"A Design Contest for Kids," co-sponsored by the Women's Architectural League and the Cabrillo Chapter/AIA, will be on display at CCAIA's 39th Annual Convention. "Beyond '84, the Next Move," October 11-14, at the Long Beach Convention Center.*

tary copy of the final report and, on request, a customized computer printout comparing measured performance of their building with others in the data base.

If you were involved in the design or construction of any new building that meets or exceeds Title 24 standards for that location, contact Jeffrey Harris or Betsy Gardiner, % Buildings Energy Data Group, Building 90-H, Lawrence Berkeley Laboratory, Berkeley, CA 94602. Phone: (415) 486-4362.

### CAD FOR THE DISABLED

The physically disabled now have access to the computer age through the development of a voice-activated computer system developed by CASH, Computer Aided Systems for the Severely Handicapped. The CASH III enables a person to use voice alone to run computer programs such as word processing, accounting and other business applications. The system also allows disabled people to use the telephone and to control environmental devices such as lights, doors, windows and air conditioning.

The voice control feature has been adapted to computer aided drafting systems distributed by Cascade Graphics Development, Inc. of Santa Ana, which recently acquired CASH. The voice-activated CAD System may enhance job opportunities for the handicapped and ease the use of CAD drafting for any operator, according to Stephen Ball, Executive Vice President of Cascade. For further information, contact Cascade Graphics Development, 1000 South Grand Avenue, Santa Ana, CA 92705. Phone: (714) 558-3316.

### INDUSTRIAL CONSTRUCTION BOOMS

Construction of industrial facilities in California for the first quarter of 1984 leapt 112 percent over last year, according to the Construction Industry Research Board (CIRB). Over one-third of the \$426 million in industrial building occurred in Santa Clara County, home of the state's burgeoning high tech industries.

Most major counties show significant improvement this year. Los Angeles County accounted for 13.5 percent of the state's total industrial construction, followed by Orange County at 9.4 percent, and San Diego County at 6.3 percent. Riverside County, the only major area to experience a drop (down 27 percent from 1983),





River View Marina—Sacramento  
 Architect: Roger Scott Group  
 Builder: Lowell Alger  
 Photo: Ed Asmus

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accounted for 5.3 percent of the total.

Total dollar volume of all construction in California during the first quarter of 1984 was greater than any similar period since 1977, according to CIRB.

### WAYS TO OVERCOME FEE-BIDDING

The Association of Soil and Foundation Engineers (ASFE) has issued a new source book for all design professionals which comprises arguments, data and techniques that design professionals can use to support professional architect-engineer selection and retention. *PAESAR* is available for \$3.50 per copy prepaid from ASFE, 8811 Colesville Road, Suite 225, Silver Springs, MD 20910. Phone: (301) 565-2733.

### CLEANLINESS IS NEXT TO MICROCHIPS

Architects wrestling with the problem of designing the ultimate clean room for the production of silicon wafers and integrated electronic circuits may discover that the final element in creating a truly clean "clean room" is a human one. Stuart A. Hoenig, a research scientist at the University of Arizona in Tucson, is studying a unique approach to eliminating contaminants from clean rooms: staffing them with cleaner people.

Facilities designed specifically to remove or exclude contaminants are failing to protect highly polished wafer surfaces from ruin by fragments of hair, skin flakes, bacteria, lint and other microscopic particles shed by people. The sodium and potassium in bacteria alone has a devastating effect on the properties of metal-oxide semiconductors, according to Hoenig. Even smoking a cigarette off the premises can affect the delicate wafers. A recent study showed that smokers emit 40 times more microscopic contaminants than nonsmokers.

Hoenig has found that face masks do little to filter out the microcontaminants in human breath. His next study will be on the effect toothpaste, mouthwash and certain foods have on reducing the particles that people emit. Meanwhile, architects working on projects for the electronics industry might be well-advised to take a bottle of mouthwash along on the next site inspection.

### ERRATUM

Our proof readers all failed to delete a wayward "n" from the title of the book *Homo Ludens* ("Inner City Setting for Play," *Architecture California*, July/August, 1984). *Homo Ludens*, by Johan Huizinga, is available from Granada Publishing Ltd., 3 Upper James St., London, W1R 4BP, England.

*Quid Tum?*



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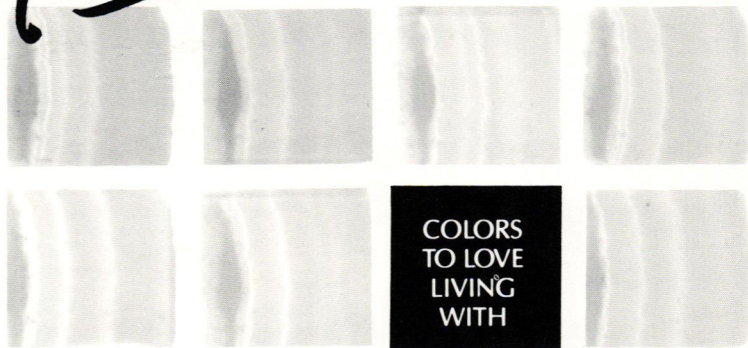
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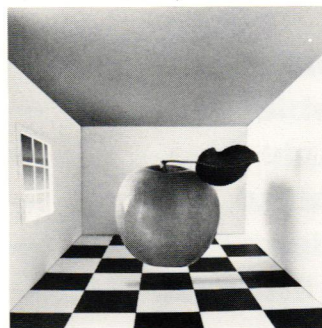


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CCAIA FIRM OF THE YEAR:

# MBT Associates



Chevron Research Corporation, Richmond.

SCOTT MCCUE PHOTOGRAPHY

MBT Associates, founded in 1954 as McCue Boone Tomsick, is guided by the goals originally set by Gerald McCue, FAIA: to be involved in projects that have an influence, to explore new problems and propose new solutions, and to encourage further development and extension by others of ideas that MBT is able to implant.

The San Francisco firm's special strength is in research and investigation of new architectural problems, and in providing solutions that are elegantly logical and visually striking. A number of MBT projects are widely recognized as prototypes or precedents of their kind. The firm has earned four AIA Honor Awards and numerous other citations of excellence.

Service to clients continues to be the firm's guiding principle. While striving for innovative and eloquent design, the firm stresses functional practicality and stewardship of the client's resources of time and money. The firm has served some clients for as long as 30 years.

Within the firm, collaboration among individuals

is encouraged. The principals are active designers on the projects which they lead. Each project is handled by a team which remains together as a tightly-knit studio group through the life of the project. MBT's design process is deliberately structured to include regular design critique sessions in which project teams review each other's work and exchange ideas.

Since 1980, MBT has been committed to the use of computers for both drawing and design data management, including programming. This interest led to MBT co-founding the computer service firm of Design Logic, Inc. (DLI), in which it continues to be a major investor. MBT now is implementing in-house terminals to communicate directly between MBT, DLI and the client's office.

Principals in MBT are Frank Tomsick, FAIA; Peter S. Hockaday, AIA; Alan R. Williams, AIA; Michael M. Hearn, AIA; and Rosalyn C. Koo. Consulting principal Gerald M. McCue, FAIA now serves as Professor of Architecture and Urban Design and Dean of the Graduate School of Design at Harvard University.



# INDOOR POLLUTION



## ***THE ARCHITECTS' RESPONSE***

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Meet with national experts investigating the effects of indoor pollution and learn ways architects, engineers and interior designers can identify and respond to this emerging issue.

Modern buildings designed to conserve energy, and new materials used in interiors, are linked with numerous health complaints in the workplace and in the home. This two day symposium focuses on the design professional's role in recognizing, solving or preventing the problems of indoor pollution.

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CCAIA FIRM OF THE YEAR:

# Marquis Associates



THE CHAMBOARD APARTMENTS, SAN FRANCISCO, RESTORED

Marquis Associates was launched in 1953, when Bob Marquis, FAIA, borrowed money from his father to finance a "spec" house in Sausalito. Over the course of its history, the firm has received three AIA Honor Awards and a number of other awards recognizing its work. This year, the San Francisco firm is opening a branch office in New York.

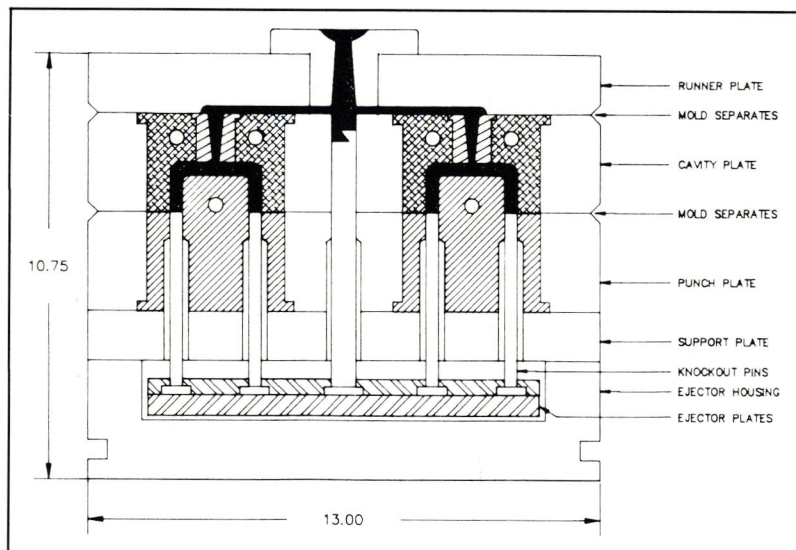
The original firm of Marquis & Stoller was reorganized in 1974, when Claude Stoller, FAIA departed to open his own office. At that time, the firm principals decided to alter the firm's design philosophy and design process. Rather than produce a variety of projects bearing the individual stamp of the principal-in-charge, the principals determined to evolve a unified, distinctive style to reflect their social and philosophic concerns. The principals identified several issues to be explored in every project: contextual design; historical continuity; circulation, energy conservation and structure as form determinants; and user involvement in design and planning.

Marquis Associates is organized as a creative community which strives for consensus in design decisions. At the inception of each project and at frequent intervals during the design development and working drawing stages, each project is subject to periodic design review meetings attended by two principals, the project architect and, when appropriate, the entire project team. According to the principals, a basic problem of this approach is preventing the firm's populist structure from watering down the design decisions. Weekly management meetings are held to keep all the firm's members abreast of each project as it develops.

Principals in Marquis Associates are Robert B. Marquis, FAIA; J. Peter Winkelstein, FAIA; Phyllis Martin-Vegue, ASID; Cathy Simon, AIA; Lamberto G. Moris, AIA; and Diane Filippi.



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*Bill Knox, manufacturer  
Millis, MA*

"I use AutoCAD for illustrations of archeological excavations. I bought AutoCAD because I can enter freehand lines, put information on many different layers, and customize the program for my own unique application. And, the concern of Autodesk for continuously upgrading the program makes me confident that I'll be able to use AutoCAD for a long time to come."

*John Sanders, cartographer  
Tucson, AZ*

"AutoCAD has the best human interface on the market. Data entry is in English, so it makes sense. It's difficult, if not impossible, to find anything close to AutoCAD."

*Marshall Martin, engineer  
Los Angeles, CA*

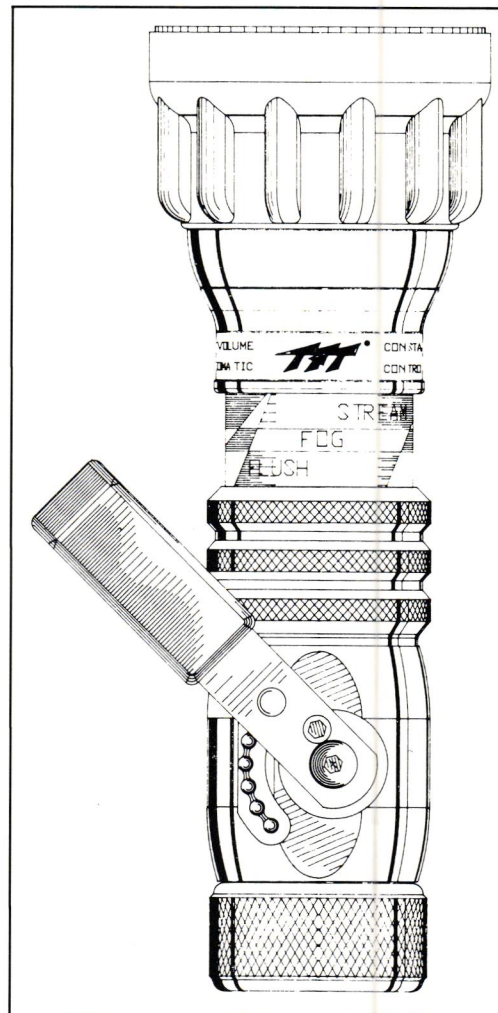
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LONG BEACH:

# A City Come Alive

BY KELLY COLLINS



PEG OWENS, CITY OF LONG BEACH

**L**ong Beach has excitement. The decay and urban blight that crept unchecked through the southern California community are being eradicated by a concerted effort of urban redevelopment. The once sleazy waterfront now is alive with activity: joggers circle Shoreline Park, yachtsmen set sail from the new marina, shoppers browse through the boutiques at Shoreline Village.

The revival is no overnight success story—not that Long Beach didn't try the Cinderella approach, sinking \$3.5 million into the *Queen Mary* in 1967 to stimulate the tourist trade. But the city's economic problems cut too deep for a quick solution. McDonnell Douglas, the city's second largest employer, began laying off workers in response to the decline of the aerospace industry in the late 1960s. Then the Navy closed its local shipyard and removed from the community 17,000 military personnel, 29,000 dependents and a \$500 million annual payroll. Within four short years the nation's 40th largest city slumped to the sixth most financially strained.

"Long Beach's downtown area was not dissimilar from other, older central cores in the '40s and '50s—the commercial center was deteriorating," said Dwight Bennett, AIA, one of the early planners of redevelopment. "With the advent of suburban shop-





Shoreline Towers.

ROBERT HARMON

ping, there was a drain of patrons—a downgrading of merchandise and products.” Retail outlets downtown slid from an already low 498 outlets in 1958, to 313 outlets in 1972. (As a measure of economic recovery, the most recent study, done in 1977, showed 2,800 retail outlets in downtown Long Beach, with a healthy \$1.2 billion in annual sales.)

Early gestures toward redevelopment became policy in 1975 when the city hammered out its Downtown Redevelopment Plan. Its goals were to draw private investment back into the central business district and to transform Long Beach from an 8-to-5 office and manufacturing city into a 16 hour, multi-purpose urban setting. “All elements of the community saw the need for some action,” says City Manager John Dever. “There was a consensus to move ahead. We weren’t plagued by the usual divisiveness.”

The city exercised its power of eminent domain to assemble 421 acres for development. The Community Development Department (CDD) was formed and made responsible for creating a single, all-inclusive development package that offered developers site and relocation assistance, and provided financing and business loans. The CDD became the developers’ advocate to the city permit agencies, ensuring that projects proceed smoothly to completion. “A one-stop shop for approval,” Redevelopment Director David Lund called CDD. “A developer can get it all taken care of at once.”

But even with the machinery in place, private investment was slow in coming. The city embarked on a building program partially funded by state taxes levied on offshore oil operations and used to improve waterfront developments. Drawing on a consortium of Long Beach architects (see Development Timeline), the city first erected a new Civic Center, followed in 1977 by a Convention and Entertainment Center. But the \$51.1 million convention center complex failed to inspire private investors to build a hotel to complement the site. “It was a little like the chicken and egg,” said Donald Gibbs, FAIA, one of the architects who joint ventured in the project. “We had a convention center, but there weren’t enough hotel rooms. The site was left empty for six years until the Hyatt Regency was built.”

## CAVALRY TO THE RESCUE

Despite the lack of private investments, Long Beach persevered

with its commitment to improve the city’s infrastructure. Then a crisis of near-overwhelming proportions hit the city in 1978, when California voters approved Proposition 13. The Jarvis-Gann tax initiative sent the California municipal bond market, with its tax increment financing, into overnight shambles. The financial base of Long Beach’s redevelopment suddenly crumbled. City planners realized that a totally new approach was needed to keep the recovery on track. Said John Dever, “We decided to recirculate the whole business of federal assistance, coming in as strongly as we could on President Carter’s urban policy, to see if there was some opportunity that we might have overlooked.”

That opportunity was CEDS, an acronym for Comprehensive Economic Development Strategy, the Carter Administration’s plan for stimulating urban revitalization. CEDS provided for a contractual agreement in principle among several federal departments, the State of California, and the City of Long Beach to provide \$66 million over a three year period. Additionally, CEDS intermeshed the federal funding gears so that grant requests could be approved or denied within a specified time frame.

Timing was a critical element in the city’s plans to construct Long Beach Plaza, a six block, two story enclosed mall with a companion public parking structure. Funding for the project had to come from different sources within the federal government and, since a mall without parking would be as useless as parking without a mall, both phases had to be completed at the same time. To secure the CEDS’s agreement, city officials, with the help of U.S. Senator Alan Cranston and Long Beach Congressman Glenn Anderson, went to work selling Long Beach to key people within the Carter Administration.

They did their job well. Within a year after the CEDS agreement was reached, the city received \$7 million from the Economic Development Administration, \$8 million from HUD for Long Beach Plaza, \$14 million from the Urban Mass Transit Administration for transit improvements, \$16 million from the Department of Labor for a targeted-jobs training program, and \$21 million in community development block grant funds.

“Most people here view the federal government like the cavalry coming to the rescue,” said James Hankla, Director of CDD. The federal and state funding primed the pump, bringing in \$1.2 billion in private investments, creating an estimated 12,000 new jobs and increasing tax revenues. In only eight years, Long Beach accomplished most of the goals stated in its 1975 Downtown Redevelopment Plan.

## SKYLINE OF THE FUTURE

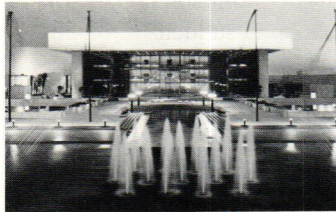
So far, the redevelopment of Long Beach has focused primarily on office space. In the last three years, 1.7 million square feet of office space sprang up in the central business district. Almost 4 million square feet of office/hotel and mixed-use development are yet to come. The last stage of redevelopment involves building market-rate and luxury residential units. More than 500 such units in 14 separate projects either are pending approval or are under construction.

The redevelopment of Long Beach has converted the city from an anonymous cluster in Los Angeles’ vast sprawl into an urban center in its own right. Even the Navy is moving back to town; ships will begin docking there again by 1986. Today, the community has a new spirit, a new civic pride. “Long Beach is a great address,” boasts hometown architect Ed Killingsworth, FAIA. “It’s right in the center of everything in southern California.”

*Kelly Collins is assistant editor of Architecture California.*



# DEVELOPMENT TIMELINE



Long Beach Convention and Performing Arts Center.

## 1977

### LONG BEACH CONVENTION and ENTERTAINMENT CENTER

**Developer:** City of Long Beach  
**Architects:** Hugh Gibbs and Donald Gibbs, Architects, FAIA; Frank Homolka, AIA & Associates; Killingsworth, Lindgren, Wilson & Associates, Architects (formerly Killingsworth & Brady & Associates); Kenneth S. Wing, FAIA & Associates, Architects, with associate architects Dwight E. Bennett, AIA & Associates and Stan Goldin, AIA & Associates, joint venture, Long Beach.  
**Value:** \$52 million  
**Statistics:** 100,000 sq. ft. exposition hall, 3,141 seat Terrace Theater, 862 seat Center Theater, 22 meeting rooms, and 4,000 car parking.

## 1981

### HOME SAVINGS CENTRE

**Developer:** Home Savings of America  
**Architect:** Frank Homolka, AIA & Associates, Long Beach  
**Value:** \$8 million  
**Statistics:** 107,000 sq. ft. office space, 10 story, 300 car parking.

## 1982

### HOLIDAY INN

**Developer:** Joe Perry Company  
**Architect:** Tom Pappas  
**Value:** \$13 million  
**Statistics:** 9 story, 220 rooms, 300 car parking, restaurant.

### BANK OF AMERICA, LONG BEACH FINANCIAL CENTER

**Developer:** Bank of America  
**Architects:** The Luckman Partnership, Inc., Los Angeles  
**Value:** \$7 million  
**Statistics:** 50,000 sq. ft. office, 3 story, 300 car parking.

### LONG BEACH PLAZA

**Developer:** Ernest W. Hahn Corp.  
**Architects:** Gruen Associates, with Millard-Archuleta Associates, Los Angeles  
**Value:** \$100 million  
**Statistics:** 685,000 sq. ft. retail, 2 story enclosed mall, and 2,800 car parking.



Shoreline Village.

### CROCKER PLAZA

**Developers:** Stanley Cohen/Crocker National Bank/Pacific Lighting Properties, Inc.  
**Architects:** Maxwell Starkman, AIA & Associates, Beverly Hills  
**Value:** \$22 million  
**Statistics:** 216,500 sq. ft. office/commercial, 12 story, 300 car parking and oceanfront "boardwalk."

### HARBOR BANK BUILDING

**Developer:** Golden Shore Professional Building  
**Architect:** Robert Clements  
**Value:** \$13 million  
**Statistics:** 109,000 sq. ft. office, 6 story, 392 car parking and restaurant.

## 1983

### ARCO CENTER

**Developer:** Norland Properties  
**Architects:** The Luckman Partnership  
**Value:** \$18 million  
**Statistics:** 400,000 sq. ft. office, two 14 story towers, and 1,100 car parking.



Arco Center.

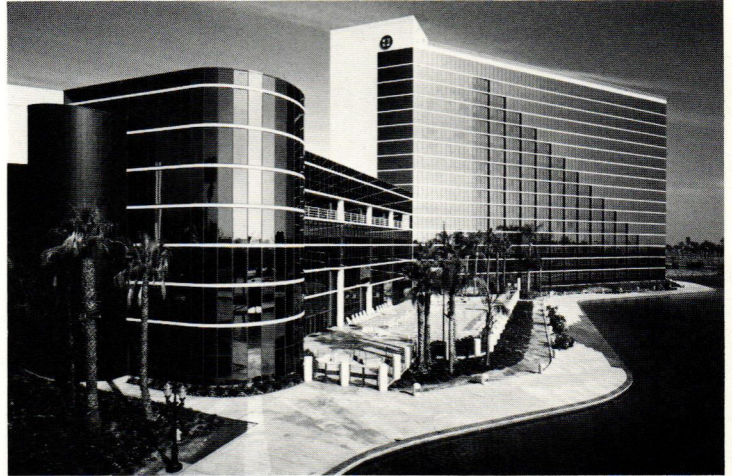
### SHORELINE VILLAGE

**Developer:** Bryant L. Morris Development Company  
**Architect:** Raymond E. Wallace Special Productions  
**Value:** \$7.5 million  
**Statistics:** 55,000 sq. ft. retail, 10 buildings, 35 shops, 2 restaurants, and a 76 year old carousel.

### DOWNTOWN PLAZA

**Developer:** IDM Corp.  
**Architects:** The Landau Partnership, Santa Monica  
**Value:** \$18 million  
**Statistics:** 100,000 sq. ft. office, 6 story, 300 car parking.

WAYNE THOM ASSOCIATES



Hyatt Regency Hotel.

### HYATT REGENCY LONG BEACH

**Developers:** Hyatt Long Beach Corp./City of Long Beach  
**Architects:** Archisystems International, Van Nuys  
**Value:** \$60 million  
**Statistics:** 22,000 sq. ft., 16 story, 542 rooms, 1,250 car parking, 1/4 mile "boardwalk," 5 acre lagoon and park.

### SEA SPRAY GARDENS

**Developer:** Sea Spray Gardens  
**Architects:** Dwight E. Bennett, AIA & Associates, Long Beach  
**Value:** \$6 million  
**Statistics:** 32,500 sq. ft. office, 3 story, 114 car parking.

### UNIVERSITY GROUP CORPORATE HEADQUARTERS BUILDING

**Developer:** Haseko (California) Inc.  
**Architects:** Frank Homolka, AIA & Associates  
**Value:** \$18 million  
**Statistics:** 135,000 sq. ft. office, 10 story, 326 car parking.

## 1984 & Beyond

### HARBOR VIEW TOWERS

**Developers:** Heltzer Enterprises/Borg Warner Equities Corp.  
**Architects:** Maxwell Starkman, AIA & Associates  
**Value:** \$145 million  
**Statistics:** 1 million sq. ft. condos/mixed-use, two 37 story towers, 900 car parking, and 315 units.

### SOUTHERN CALIFORNIA EDISON

**Developer:** Southern California Edison Co.  
**Architects:** Conrad Associates  
**Value:** \$12.5 million  
**Statistics:** 210,000 sq. ft. office/automotive service facility, 5 story, 600 car parking.

### CATALINA LANDING

**Developer:** Catalina Landing Associates  
**Architects:** Hope Consulting Group, San Diego  
**Value:** \$50 million  
**Statistics:** 4 buildings, 4-5 stories, 267,000 sq. ft. office/retail, 1,500 car parking and ferry terminal.

### INTERNATIONAL PLAZA

**Developers:** IDM Corp./Forest City Dillon  
**Architects:** The Landau Partnership, Santa Monica  
**Value:** \$70 million  
**Statistics:** Two towers (14 & 5 stories), office/commercial/entertainment, 1,075 car parking.

### LONG BEACH APARTMENTS

**Developer:** Urban Pacific Development Corp.  
**Architects:** Maxwell Starkman, AIA & Associates

**Value:** \$10 million

**Statistics:** 155 rental units, 8,000 sq. ft. retail.

### PACIFIC BUSINESS CENTRE

**Developers:** Pacific Long Beach/Pacific Office Development Co.  
**Architects:** Dwight E. Bennett, AIA & Associates  
**Value:** \$15 million  
**Statistics:** 90,000 sq. ft. office, 3 story, and 327 car parking.

### PROMENADE PLAZA CENTRE

**Developer:** Long Beach Plaza Associates  
**Architect:** Rick Farber, AIA, Architects & Planning, Inc., Century City  
**Value:** \$17 million  
**Statistics:** 73,900 sq. ft. mixed-use, 8 story, and 262 car parking.



Sea Spray Gardens

### RAMADA RENAISSANCE HOTEL, LONG BEACH

**Developer:** Ramada Hotel Group  
**Architects:** Gin Wong Associates, Los Angeles  
**Value:** \$36 million  
**Statistics:** 12 story, 380 rooms, 375,000 sq. ft., and 2 restaurants.

### SHORELINE SQUARE

**Developer:** Shoreline Square Associates  
**Architects:** Maxwell Starkman, AIA & Associates  
**Value:** \$117 million  
**Statistics:** Two towers (22 story office & 14 story hotel), 500 rooms, and 1,400 car parking.

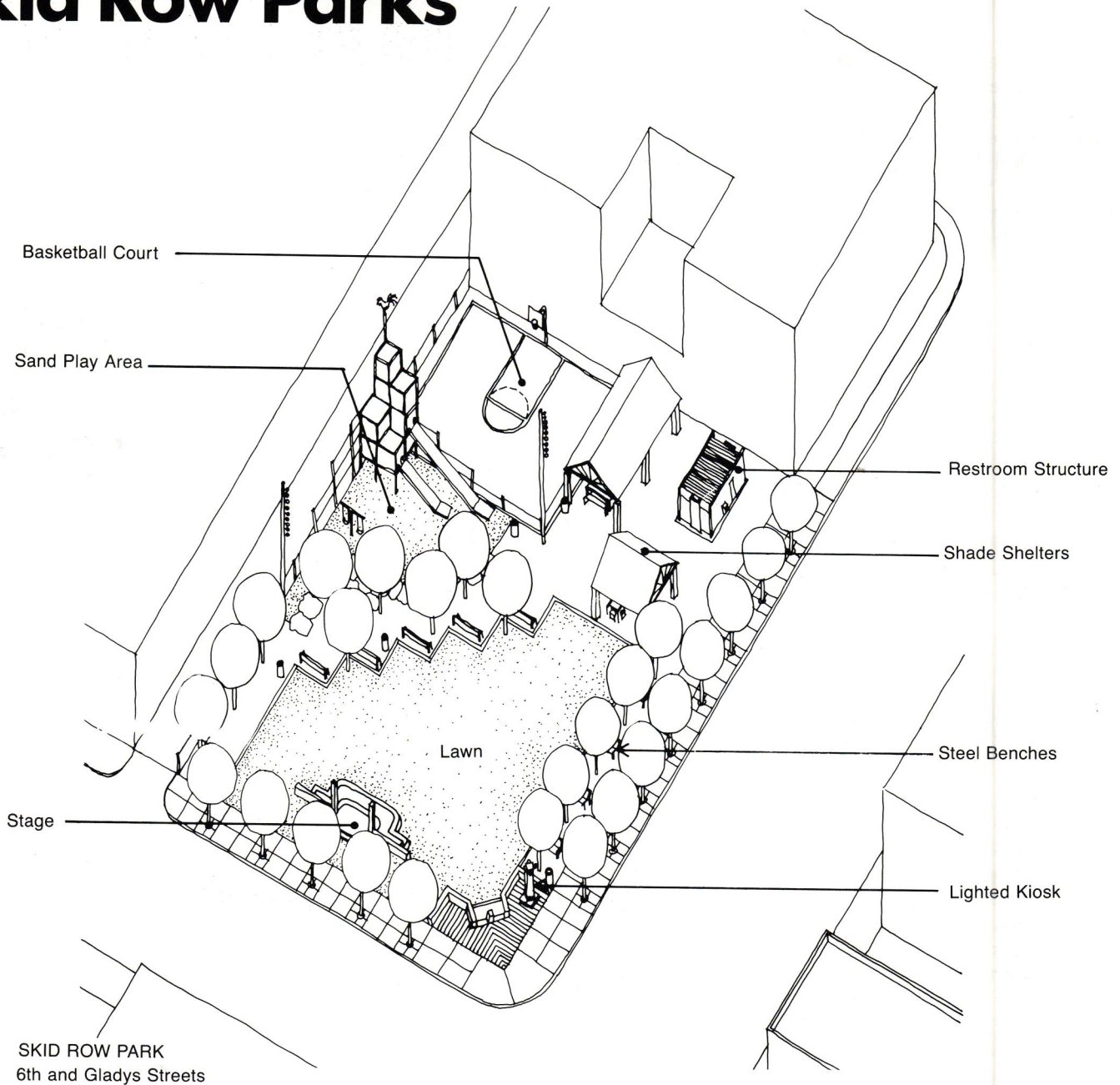
### WORLD TRADE CENTER

**Developer:** IDM Corp./Kajima International (Japan)  
**Architects:** Ross/Wou International, Santa Monica and Daniel Mann Johnson & Mendenhall, Los Angeles  
**Value:** \$300 million  
**Statistics:** 2.1 million sq. ft. mixed use, two towers (38-40 stories).

DWIGHT E. BENNETT, AIA



# Skid Row Parks



By THOMAS JOHNSON

**A** new park in downtown Los Angeles quietly opened in the fall of 1981, without a dedication ceremony or dignitaries. News of its opening had to spread by word of mouth through the surrounding neighborhood, and for good reason: Unlike other public parks, its intended users were derelicts, poverty-level families and elderly pensioners.

The park is located on Sixth Street, in the middle of a 2.5 square mile area known to city planners and politicians as Central City East, and to area residents as Skid Row. The construc-

tion of a second park on Fifth Street, designed and planned to be developed simultaneously with the Sixth Street park, has been delayed for over four years due to the controversy over its purpose and location.

When the Community Redevelopment Agency of the City of Los Angeles (CRA) first considered providing public open space for the estimated 10,000–15,000 “permanent” residents of Skid Row, no one had any idea that the parks would crystallize disagreements over the entire downtown planning policy.



## BACKGROUND

Skid Row consists of about 2.5 square miles of land directly south of the Los Angeles Civic Center and Little Tokyo. Despite the nature of the residents, the neighborhood was relatively stable, until recently.

An event occurred in the spring of 1978 which had a significant effect on Skid Row, the future parks and the downtown area as a whole. A Superior Court judgment in the "Sundance" case noted that traditional arrest and prosecution of drunks constituted "cruel and unusual punishment," and set a whole new system of procedures to deal with public inebriants. This vastly increased the visibility of public inebriants, not only on Skid Row, but throughout the central business district. The increased number of street drunks also became a target for muggers, and criminal activity accelerated as a result.

Two other factors recently affected the demographics of Skid Row. First, a large percentage of the estimated 35,000 to 40,000 homeless "street people" in Los Angeles has moved into the streets of Skid Row, again providing a target for street crime. Second, a growing number of illegal aliens from Mexico and Central America, many with families and young children, are swelling the population of Skid Row's tenements.

The proposal for public open space in Skid Row first was contained in a Mayor's Blue-Ribbon Committee Report on the area, submitted in 1976. Dr. Susan Grinel, then CRA's social planner for Skid Row, stated, "...the committee cited Skid Row as a first priority. ...we can't revitalize downtown without solving the social and economic problems of Skid Row." The report basically concluded that Skid Row would not just "disappear," even if its present boundaries are physically destroyed.

Thus, one justification for creating the parks was their potential to help alleviate the areas' social problems. This, of course, was not a new idea—its roots stretch back to the English urban parks movement of the mid-19th century. The movement was a direct outgrowth of the larger social reform movement which began in England and soon spread to America. The park movement was best manifested in the United States by landscape architect Frederick Law Olmstead who, after visiting Birkenhead Park in Liverpool, became a firm believer in providing those who live in the inner city with open space, fresh air, and a facsimile of nature. He and the rest of the social reformers felt that such amenities would promote both physical and mental well-being in the park users.

The second justification for the parks was considerably less altruistic. It was hoped that they would act as a magnet and draw derelicts back into the core of Skid Row. Derelicts had been migrating into the "Gold Coast" area of downtown to the west of Skid Row. There they would seek a spot to sit, or a patch of grass on which to sleep—neither of which existed in their old territory. By providing a legal and comfortable place to loiter in Skid Row, free from police harassment, planners hoped that the derelicts would gradually be attracted back. The parks were to offer restroom facilities, shelter and security as further enticement.

Ironically, the magnet function has caused the most controversy. While the parks can lure the derelicts away from one area and please the business interests there, the business owners located in and near the areas to which the derelicts are being attracted are obviously not pleased. In fact, a city councilman to whom these businessmen turned, proposed relocating the current residents of Skid Row into a specially-created town, located in a section of downtown with less potential commercial value.

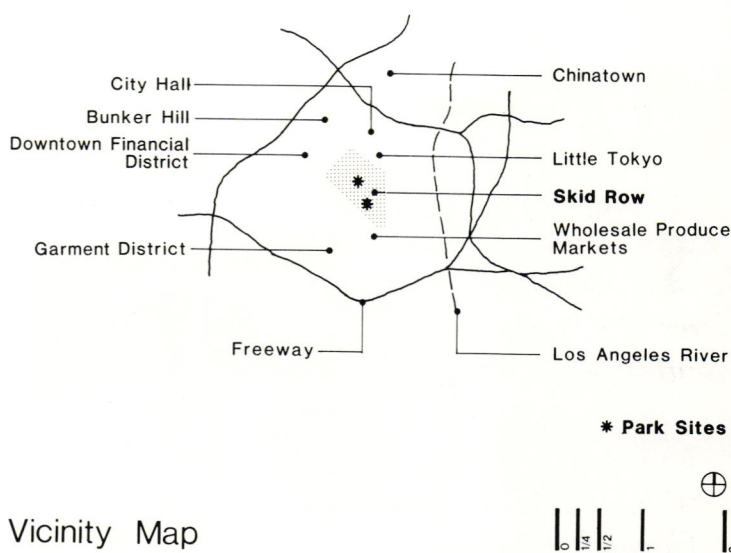
## THE DESIGN PROCESS

The landscape architecture and urban design firm of POD, Inc. of Los Angeles was selected by the CRA in 1979 to develop programs and subsequent designs for the two parks. The CRA specified that the designers involve local neighborhood groups in the conceptual design process. POD called on the assistance of Jim Burns, a San Francisco planning consultant who helped Lawrence and Anna Halprin develop the "take part" process for community workshops in 1969.

The fifty or so people who took part in each of the park workshops were a fairly accurate cross-section of the community. The first workshop featured an introductory talk, followed by an awareness walk through the neighborhoods surrounding each park site. Participants were asked to sketch their design ideas. Between the workshops, POD organized and illustrated the participants' ideas for each site. At the second workshop, drawings were presented to the participants, who were given materials to construct three-dimensional models, revising the designs as they saw fit. After the workshop, the designers studied the models and questionnaires completed by the participants.

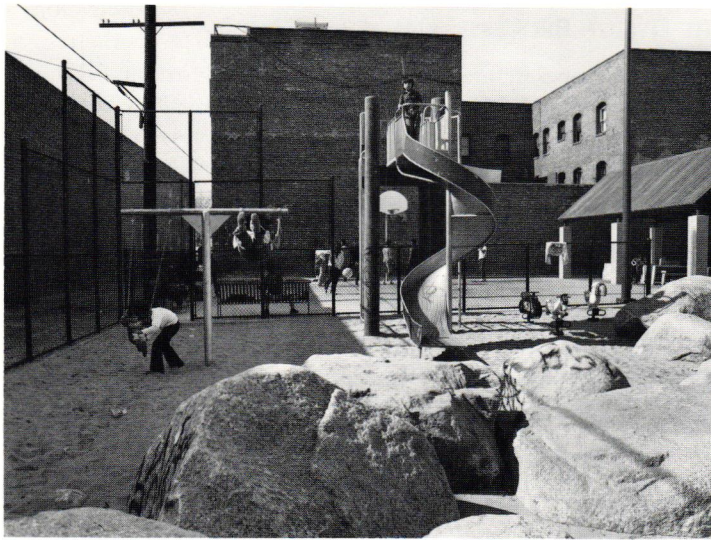
Although the two park sites were less than one-half mile apart, it became clear that the residents surrounding each site were basically different. The Sixth Street park neighborhood included many Latino families with small children. The Fifth Street park users, on the other hand, were expected to be exclusively homeless and derelict alcoholics. The second site was located in the "hard-core" area of Skid Row, where crime, and therefore security, were major concerns. These differences became fundamental in the programming proposed for each site.

Once the workshop process ended, the designers had to reconcile the various ideas and requirements of the diverse groups. Many ideas proved insightful, if not always feasible. For example, many workshop participants were interested in helping to construct the parks, but this arrangement was not possible due to rigid city regulations governing public works projects. Other good ideas which met a similar fate were a fire-



Vicinity Map





TEICH/OE



place to provide heat and to cook food, an outdoor clock, and a foot-washing basin. Ideas which were developed during the workshop process and ultimately used in the park included:

- play equipment for children (Sixth Street),
- flat, expansive lawn areas for sleeping,
- all-night security lighting,
- sinks with faucets for washing,
- chess boards inset in some of the site furniture,
- kiosk for employment, event and social service notices, and
- special restroom structure design.

The completed Sixth Street park initially proved extremely popular with virtually all the neighborhoods' residents. In fact, the general manager of the city's recreation and parks department stated that the new park was one of the most heavily used in the city, on a square foot basis.

### ARCHITECTURAL DETAILS AND MATERIALS

Once the programming and subsequent site plans were developed, the designers turned their attention to the detailed design of the parks' structures and furnishings. The primary concerns were

- vandal resistance,
- security for the users, and
- ease of maintenance by parks department personnel.

Amenities in the Sixth Street park include: (1) 18' x 18' and (1) 18' x 34' lighted shade structure with picnic and game tables below; (1) 8' x 20' restroom structure; steel benches; CMU seat walls; a stage for impromptu performances; a lighted kiosk for announcements; a half-court basketball court; two multiple-fixture, hi-mast security lights; a pedestal fountain in the lawn for kids to play with; sand play areas with swings, slide, climber and spring-mounted animals; and large shade trees and granite boulders.

The designers concluded that no wood should be used since park users would burn the wood to keep warm or cook food. The main materials, chosen for their ruggedness and ease of construction, were standard, grey concrete block and steel. All the CMU was sandblasted to provide texture and the steel was painted to provide a color accent. The paving was integrally-colored concrete which was also sandblasted. Site furnishings were either precast concrete or steel. The shade shelter supports used CMU column blocks, and the roofs were corrugated fiber-glass (industrial grade), supported by steel framing.

The design of the restroom structure was especially well thought out. The structure at each park was programmed to contain two unisex stalls, each with a W.C., two urinal stalls, a drinking fountain at one end of the structure, and three sinks at the other. A chase was located in the middle which contained, besides plumbing, electrical switchboards, telephone backboard, lighting and irrigation controls. The plumbing fixtures were stainless steel penelware. The entire structure was designed per the handicap codes. Recessed light fixtures were located both inside each stall and on the exterior of the structure.

Concern was expressed during the workshops that the structure not be too "comfortable," since the stronger individuals using the park might stake-out a stall and decide to "set up house" in it. Rather than put a roof over the structure, 6" diameter steel pipes were installed at 12" O.C. along the top of the structure. These allowed rain to fall inside the stall and discourage housekeeping. The design also allowed plenty of ventilation (which at times was quite necessary), but kept intruders out of the chase. Another concern was that individuals might be trapped



by "bullies" while in a stall. For this reason the doors to each stall were held off the ground by enough distance to increase the chance of escape.

Not all the material choices proved successful in the long run. In particular, the door and sink hardware posed problems. In these situations, the designer must keep in mind that anything that is not *very* securely fastened down will be stolen. Likewise, the worst possible abuse imaginable must be designed for. As an example, the door hardware failed when the bolt was locked open and the door repeatedly slammed against its frame. The potential functions of items often turned out to be different than their intended functions. For instance, the sinks were rendered useless after the users found them more handy as firepits.

## COMBAT ZONES

The completed Sixth Street park initially proved extremely popular with virtually all the neighborhood residents. At any one time various users would be sitting, sleeping, drinking, eating, playing chess or cards, playing basketball or softball, in the fountain or on the equipment in the play areas, digging in the sand, climbing on the boulders, washing clothes in the sinks, or just hanging out. In the months immediately following the opening of the park, all these activities were undertaken with little conflict between the indigents, elderly residents and families. The stability found in the park's use was a reflection of the stability of the neighborhood as a whole.

But as word of the park's existence spread throughout Skid Row, hard-core alcoholics and criminals started to migrate to it, as the magnet theory had predicted. The problem was that the second park, not yet constructed, was intended for the more "undesirable" group. Their growing presence at the Sixth Street park gradually became a destabilizing factor in the park and, to a degree, in the adjacent neighborhood. Conflicts began between the undesirables and the local kids. After threats were directed toward the children, the nearby child care center stopped bringing children over at recess, and warned them to stay out of the park unless accompanied by their parents. The children again were forced to play in the dirty, unsafe alleys located between the tenements.

The most logical solution to this problem was to open the second park and hopefully draw the undesirables back to the Fifth Street neighborhood. But the park's redevelopment had been halted after businessmen on the periphery of Skid Row, who viewed the proposed park site as an ideal commercial parcel, objected to the area's city councilmen. Although the CRA found a new site two blocks to the west of the original site, it turned out to have serious social problems connected with it. In fact, it was known as "thieves corner" by the locals and the police. A CRA study identified the area around the site as having one of the highest crime rates in the city. The CRA concluded that the park should not be built at the new site under the existing social conditions which, it felt, would turn the park into a "combat zone." The CRA's study recommended that the park accompany and complement the rehabilitation of several adjacent hotel buildings, called "dens of iniquity" by the local police.

The rehabilitation will be administered by a body funded by the CRA, known as SRO (Single Resident Organization) Housing, Inc. Actual funding for the work will be provided, in part, by the Bunker Hill Housing Trust Fund. The fund is comprised of monies from increased tax revenues from the city's redevelopment of nearby Bunker Hill. The trust is designed to help replace housing lost to highrises on Bunker Hill and to upgrade existing downtown housing.

Currently, the CRA is conducting a post-completion evaluation of the Sixth Street park, with particular interest in determining features and functions which were originally designed into the park, but subsequently have been modified or adapted by the users. This data will be used to reevaluate and refine, if necessary, the final design of the Fifth Street park, and to evaluate the overall design process; specifically, how well the designers, using the workshop process, were able to determine and design for the parks' program, and the degree to which the program was modified by regulatory agencies.

One important lesson learned from the Sixth Street site was the value of a group or organization looking after the completed project. At Sixth Street, workers from two anti-poverty service organizations, located across the street from the site, watched over the park on an informal basis and organized workers for occasional maintenance work. CRA hopes to involve some of the local residents in the management of the new site, to increase the neighborhood's sense of commitment and perhaps engender a sense of pride in their park as well.

A recent development is CRA's decision to remove the children's play equipment from the Sixth Street park. The equipment was cited as an "attractive nuisance," since it is considered unsafe for children to venture into the park alone. Despite its early co-use by different age groups, the park now belongs to adults. However, since the park's design and construction were completed, other nearby, secure play facilities were established. Moreover, the CRA recently adopted a policy (including funding), to move families with children out of Skid Row. So far, three residential hotels have been emptied of families and a target date of 1986 is set for completion of this project.

## CONCLUSION

Important and difficult socio-economic issues were raised during the course of these projects that can recur in any city that attempts to revitalize its downtown. Redevelopment can be truly successful only when the existing residents of an area are acknowledged and humanely dealt with—even when the "residents" may have no other home than the street. On the other hand, using a park as a magnet to draw people from one area to another can succeed only if the area to which they are drawn will not suffer as a consequence. Finally, differences within a neighborhood population must be recognized and one group protected from another, if necessary. Even a neighborhood such as Skid Row has its subtle sociological differences, and they must be understood and dealt with accordingly.

Certainly the success of the Sixth Street park with at least one segment of the population documents the need for such amenities in derelict neighborhoods. The users of the park are certainly not all drunks. They constitute a wide range of people who, because of various social and economic misfortunes, live in a down-and-out area. A park should not be any more difficult to justify for them than it would be for anyone else. Perhaps even easier.

Designers have a responsibility to help ensure that no segment of our society is denied what the others take for granted. The homeless derelicts and drunks using the Sixth Street park do not hide their appreciation for it. When the park was first completed, they asked us over and over again who the park belonged to; we had a difficult time explaining that, in a sense, it belonged to them.

---

*Thomas Johnson is a landscape architect currently working on a Masters degree in urban design at Harvard University. He was project architect for the Sixth Street Park.*





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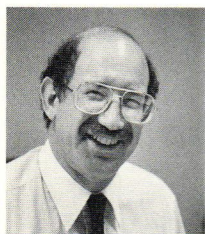
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# INTERVIEW: **A. Jerry Keyser**



*A. Jerry Keyser is a real estate advisor on the largest scale. The Keyser Marston offices in San Francisco, Los Angeles and San Diego structure and negotiate complex real estate transactions on behalf of their clients, which range from the Bank of America to the City of Berkeley. Jerry is active in the redevelopment process in California and adjacent states. His specialty is investment analyses concerned with financial feasibility of real estate projects, marketability, development and disposition of land, and policy issues related to development.*

**With the federal government phasing itself out of redevelopment and local groups taking over more and more control, is the process of redevelopment being improved?**

The process with greater local control and using the permissive legislation of the State Redevelopment Act has been, beyond question, a more successful approach. Ground rules governing the key aspects of land use, of architectural massing, of the general objectives the individual projects seek to achieve, can be worked out at a local level. The method can be consistent with local objectives, rather than having to play by standards set a great distance away from what is happening in the community.

**Are members of the community becoming more involved in establishing redevelopment goals?**

Local communities are playing more of a role in establishing the guidelines. There is more dialogue. Most of us in the business on a day-to-day basis are saying to our clients, the redevelopment agencies, that they need to set up a process to address any potential controversy.

We're going through exactly that process now for downtown Oakland. A decision was made that, since they were not successful in getting a desired major retail

center going in the City Center project, the retail center should be accomplished in the vicinity of the existing Capwell's department store.

In evaluating alternate site areas and basic concepts, we are listening to community voices with respect to preserving some important historic buildings, and an adjacent residential community is very concerned about the impacts of the proposed retail center. Issues of minority equity also concern the community. The redevelopment agency, and we as their consultants, see one of our major roles to listen to members of the community and to address as many of their concerns as possible before we go out and solicit building proposals from developers.

**Is historic preservation a serious concern of developers and redevelopment agencies?**

Most developers and redevelopment agencies see as an asset the opportunity to provide an alternative to the newness, and the frequent boredom of suburbia. Downtowns can offer a variety and a historic context that the suburbs, by their very definition, cannot. More and more redevelopment agencies and developers are attempting to take advantage of that.

With historic preservation, you get into questions about the kinds of additional economic incentives on the part of

the public sector it takes to make preservation work. Sometimes you have to take it in stages.

An example is the restoration of the Balboa Theatre in the Horton Plaza project in San Diego. It was a desirable objective to restore the Balboa. But economically it was not feasible to add that requirement to what was already a very complex downtown mixed use shopping center project. So the Balboa Theater is now an additive, and probably will have a nonprofit sponsor as opposed to a for-profit sponsor.

When the historic context is not used essentially as a political device, but when you're really trying to work out a means for the old to balance with the new, there is usually a way to achieve the preservation. But all parties need to take a realistic view of the economics and other impacts that are involved. Again, we recommend that our redevelopment clients try to work out these issues with the community so as to keep developers out of the political crossfire that can otherwise result.

**What do you see as the major redevelopment directions in California?**

All of us in the redevelopment process have learned a lot about the additional elements that are needed to make projects more vital, give them a more human scale, make them more sensitive to community needs which are better defined. If you look at the latest round of large scale redevelopment projects in the state—Horton Plaza in San Diego, California Plaza in Los Angeles, Yerba Buena here in San Francisco—you will see either an integration of a historic city context with the new development or the introduction of fine arts and festival retail elements to humanize, energize, and make more vital and more clear the tie between these new projects and the historic context of the cities. This is the direction in which redevelopment is going.

Another major thrust is to get more



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residential into downtown. A clear example of that is California Plaza. The deal is structured very specifically between the redevelopment agency and the developer, so that after the early phase of commercial is complete, the developer must proceed with a residential phase. But doing residential downtown is still tough. Over the past few years, high interest rates have added to the cost of downtown residential construction. The need to go either high density or highrise or both often makes downtown residential development more difficult.

The introduction of hotel rooms is also a very important part of another direction in redevelopment: extending community life after 5 P.M. People who stay overnight typically want to go out for the evening. Now we're talking about theater, arts facilities, and various kinds of festival or entertainment activities. That's why, built into Horton Plaza is the "black box" theater; California Plaza has the Museum of Contemporary Arts, the Entertainment Center and the rehabilitation of Angels Flight; the Yerba Buena project has an extensive array of cinemas, gardens, and other cultural spaces to showcase local talent. All of these mixed use projects add to a full range of activities that makes redevelopment more vital. Clearly this is a major direction in redevelopment today.

**Are the ground rules of redevelopment different for a small, isolated town cut off from the other major areas than for a town that's part of a major urban sprawl?**

The ground rules are somewhat the same. What you are attempting to do, at an appropriate scale, is to introduce the range of uses that makes us love the European towns, many of which are a finer grain scale.

The more successful redevelopment examples come from communities which have some historic and cultural reason for existing. Pasadena is a good example. You have the architectural quality of the City Hall, the Greene and Greene houses that provide charm, and a fairly substantial repository of history. The redevelopment agency introduced Plaza Pasadena, which in turn contributed to the City's ability to bring in the Bank of America complex, the Ralph M. Parsons Company and some very successful in-town housing. The rehabilitation of the Pasadena Playhouse, the Pasadena Art Museum and the Norton Simon Art Museum extend the range of activities. Now the rehabilitation of the historic West Colorado Boulevard area is gathering momentum.



With smaller towns having a setting that appeals to tourists, it's often easier to introduce the uses and activities that we are talking about. Monterey, for example, has the presence of the adobe houses and other historic structures, and the presence of Fisherman's Wharf, which provides a historic context that is of great interest to people. These are assets to the community that assist in making feasible desired new uses such as the highly successful Monterey Convention Center and Doubletree Hotel.

To the extent that you have to create that historic context—when you don't have an intrinsically interesting setting, but have to carve it out—it may take longer and it may be tougher to succeed.

#### What strategies do you apply to suburban redevelopment?

So far, I see suburban redevelopment and redevelopment in sub-regional centers breaking down into three major categories. Category one is where the sub-regional center is part of a larger metropolitan area and where redevelopment agencies are taking a major role in restoring the City's own identity. An example of category one is the City of Long Beach where redevelopment and Port development have combined to reinvigorate the city image, and self identity.

A second category is the modification of that approach. In Walnut Creek, which essentially is a mature suburban community to San Francisco and Oakland, the effort is to enrich the mix of uses and not see offices become the only use that renews itself and expands. Office often becomes the primary use because it can outbid most of the other uses for land. Suburban communities that wish to enrich the mix of uses often seek some form of redevelopment assistance.

A third category, just in the very beginning stages, occurs when developers and landowners look at the very large land areas now used for parking around the suburban mall. Given land value today, and given the fact that some of these centers are now 20 years old and getting a little tired, we need to revitalize, to make more varied use of that land. Parking surface can be consolidated into structures and the land turned over for expansion and new uses. I expect the strategy to incorporate new uses in older suburban shopping centers to be more prevalent.

**Some maintain that the strategy of a downtown mall is one that is past its time. What are your views on that?**

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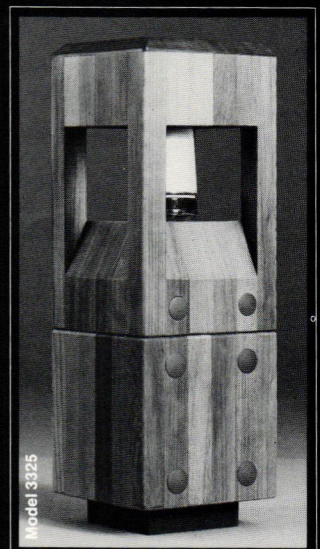
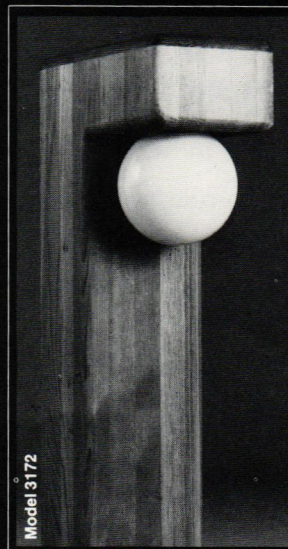
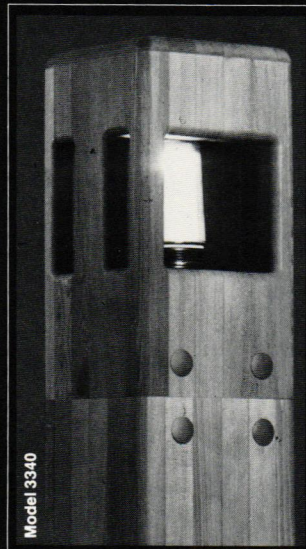
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The suburban malls are most at risk of becoming a bore. They are past their time. Downtown retail malls that simply duplicate a traditional suburban experience also run that risk.

The newest of the downtown shopping experiences are responding to people's desire for a more diverse experience. Rouse has demonstrated that festival retailing, properly done, can appeal to great numbers of people. Hahn's Horton Plaza will, in my opinion, carry the diversity and enrichment people are seeking one step further. It will do that because the merchandising concept mixes festival and department store retailing in a way never before undertaken in this country; because there will be the introduction of live theater into the complex, and because shopping will be only one part of a complex of activities including hotel; and, finally, because the sensitive architecture should make it a place where people will simply want to spend time.

**To what degree are local architects becoming involved in redevelopment projects in terms of setting the guidelines and influencing the form of the new urban fabric?**

The role of the local architect in the individual product design is still, I believe, a function of the project's scale and complexity—whether the city must draw upon specialists, wherever they may be, or whether local people can take it on. There is no question that most redevelopment agencies desire, where possible, to see the benefits of redevelopment spin off to the local community and attempt to bring in local planners.

**Do you feel that the architects are aware of the greater urban planning issues or is their focus mainly on specific projects?**

The desire of communities to energize, vitalize, animate, integrate the arts and festival activities—these desires are not being given the recognition they should have. Instead there is still a lot of talk about what went on 15 or 20 years ago, about redevelopment that was not as successful as the more recent efforts. I think the need now is to document, understand, and focus upon the progress that is being made in a number of instances to fit individual projects to the urban context of a particular community.

A real need exists for a communication process and an education process among architects and among the sponsors of the various activities that could enliven an



urban area. Architects need to move from generalizing the important issue of context toward implementing those concerns; so when they do an individual building, you don't wonder what happened to all their theoretical discussion. We are moving from an age of struggle to get individual buildings built in our downtowns to an era where the economic successes we now have behind us will allow more focus on achieving the right relationships. As we have better examples in our communities, we have a better chance to improve communication and to see the result in buildings that are really right in a local planning context.

**What about the low-income people who are displaced as a consequence of urban redevelopment?**

New projects are evaluated on how many people they would displace. If it's concluded that a very large number would be displaced, in this day and age of scarce housing, I doubt that particular project would go forward. An alternative is to scale the project so that it might proceed without substantial displacement.

Housing needs, clearly, are one of the toughest issues around today. We are all searching for a response. The response, I think, has two parts. One is a willingness to deal upfront with the problem, which I see more and more in my travels throughout the state. And second, a willingness to follow up that recognition with dollars, because what we're really talking about in many instances is the need for fairly deep subsidies.

Today, a redevelopment agency must anticipate the community's demand for housing. The community and the people that are directly affected have learned to be more articulate. Also more legal options are open to them, so that they have forced the sponsoring agencies to recognize their needs in a very direct way. Clearly we are seeing communities introducing requirements to meet the pressure on housing. San Francisco and Santa Monica are examples of cities with housing requirements on commercial developers.

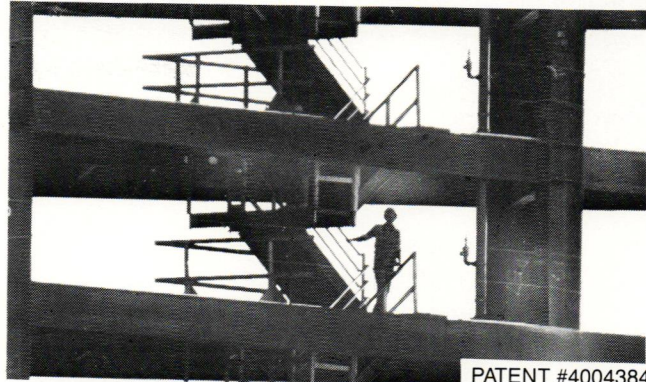
**Could the efforts made in Santa Monica and San Francisco to tie development to the provision of affordable housing serve as a prototype to other communities?**

You have to gauge the formula to the particular local situation with respect to the job/housing imbalance. You may have a situation where, within a particular city limits, there's no job/housing imbalance.

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But if you look at a slightly broader geographic area, you may find lots of unemployed people living there. They need the work, they need the economic benefits.

You also may find that you have a situation that is short in housing, and you're not going to be able to introduce more commercial unless you somehow provide for the additional housing. Maybe not right on the site, but in a reasonably close proximity so that there is a direct benefit.

San Francisco right now is taking a look at its guidelines to see whether housing requirements that may be desirable, from the city's point of view, in the financial district area, are appropriate in portions of the city where the city wishes to encourage commercial development to create jobs for low-income people. If you have overly rigid requirements, you're not serving yourself well. You need to approach housing on a very localized basis, and understand your objectives very clearly in setting forward a proposal.

### What are the most successful and the least successful attempts at urban redevelopment in California?

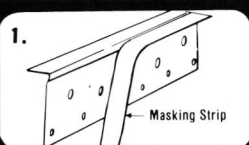
A project that, in my view, did not do well under the old federal guidelines was the attempt to reintroduce major retail into downtown Fresno. The Fresno mall, like most streets converted to pedestrian malls, has been very modest in terms of its achievements, although spin offs nearby, in the form of hotel and office development, do provide some clear benefits to the downtown. But, in my view, those old federal rules were a major handicap.

The most successful redevelopment project in California is not any single project, but a pattern of projects that have come with the State Act process taking over from the old federal approach. In a whole series of cities, the redevelopment process is beginning to have a very dramatic effect on the profile of the city. That is really the important thing—not one individual project, but a whole pattern.

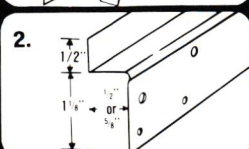
That pattern is now going through to another state of maturation, beginning to refocus on the integrated city with its vitality and diversity, with the downtown taking the lead role and the suburbs needing to catch up. Many of the newer projects are mixed use—that's the direction in which the pattern is evolving. But so far the pattern of more humanized, more energized efforts better related to the context of the individual cities has not been publicized, and therefore still goes largely unnoticed.

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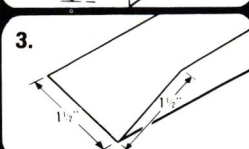
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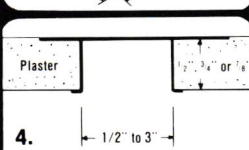
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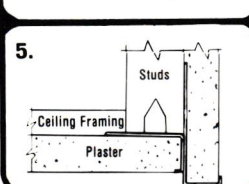
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# New Nonresidential Energy Standards, A Successful Cooperative Effort

By RUSSELL L. SCHWEICKART

The revised energy conservation standards for office buildings, and the streamlined, consolidated standards for other nonresidential buildings adopted by the California Energy Commission in January 1984, were approved on July 16th by the State Building Standards Commission. The state building industry provided invaluable assistance to the Commission in establishing standards that are highly acceptable to the industry, represent a reduced regulatory burden, and also fully satisfy the state's requirements for more economical and efficient energy use. Further, the standards meet the shared goals of the Commission and the building community to simplify compliance procedures, increase design flexibility, and decrease construction costs.

The nonresidential building standards establish new prescriptive and performance standards for office buildings that significantly will reduce energy use, compared to current Title 24 standards. Standards for all nonresidential building occupancy types are consolidated and streamlined, and efficiency requirements for certain appliances installed in new buildings are upgraded. The Commission is seeking a three-year transition period for implementing the standards, to allow for gradual industry assimilation, feedback on, and refinement of the standards and of the tools needed to implement them.

With the growth of consumer interest in energy conservation, energy efficient design can make buildings significantly more marketable. The new standards are likely, in many cases, to reduce construction costs through improvements in lighting design, more efficient equipment, and the increased use of passive solar techniques. Although the standards will not become mandatory for three years, the CEC expects that many designers will take advantage of them immediately upon publication in the *Uniform Building Code*.

From the beginning, the Commissioner's Building Conservation Committee sought the participation and support of the building industry in this effort, and much of the technical analysis was carried out under contract to the Commission by building design professionals and consultants. Throughout the process, the staff and Committee consulted with both

a Technical Review Committee (TRC), made up of specialists in six areas of building design and construction, and a Professional Advisory Group (PAG) that included architects, engineers, builders, building officials, building investors, and operators. The cooperative work of the CEC and these industry members was the subject of 31 public hearings and meetings. Individual specialists in the groups also provided direct assistance to various aspects of the staff work throughout the process, including the development of the engineering and economic assumptions used in the analysis.

Development of the standards was guided by using the following criteria:

- 1) they should not require undue deviation from current design and construction practices;
- 2) they should provide simple methods for compliance;
- 3) they should not reduce the environmental quality and marketability of buildings; and
- 4) they should be based on conservation measures which have been shown to be practical, reliable, available and cost-effective.

To meet all of these objectives, it was eventually necessary to fine tune the CEC staff's proposal, which resulted in slightly reducing potential energy savings. However, the Committee recognized that industry's acceptance and improved ability to use the standards was of paramount importance in meeting the state's energy conservation goals. During the three year period in which the standards will remain voluntary, the Commission plans to complete standards for other B-2 categories of buildings, including retail stores and restaurants. The PAG has pledged to support the Commission in revising the standards for other building types in a timely fashion.

## DESIGN COMPLIANCE MANUAL

A major deterrent to the use of energy efficient techniques has been the lack of readily available energy design information. Simplified computer programs and calculation methods are needed to provide reliable, useful information on the interactive energy performance of various measures, and on how to incorporate such measures into building design. The

CEC is developing a *Design Compliance Manual* and two simplified calculation tools that will provide valuable assistance in building design and demonstrate compliance with performance standards.

For smaller, less complex buildings, a simplified calculation method will be available in a manual format, a handheld programmable calculator format, or a microcomputer format. For larger, more complex projects, the CEC will make available a simple, microcomputer-operated preprocessor to simplify the use of DOE-2.1A, an effective, state-of-the-art energy analysis computer program. The CEC also will certify for compliance other calculation methods that are proposed by the industry.

The CEC is moving ahead as quickly as possible to develop information and training programs that will ensure the maximum readiness of the building industry to comply with the standards. The design and analysis tools being developed in cooperation with industry will be simple, low-cost, and readily accessible. Training seminars in using these tools currently are being planned in cooperation with major utility and building industry organizations.

## CHANGES TO TITLE 24

The new standards have resulted in a number of changes to Title 24. Lighting- and energy-related space conditioning costs are reduced through improved lighting design, more efficient equipment, and the use of lighting controls. The new standards also increase the use of passive solar techniques, particularly daylighting, shading, and exterior thermal mass. Space conditioning system efficiency is improved through more efficient equipment and the effective use of economizer cycles. Finally, the standards emphasize improving the environmental quality of new office buildings through better use of glazing, daylighting, orientation and shading, and higher ventilation rates. While the standards include some mandatory features adopted from ANSI/ASHRAE 90-A-80 and the Model Energy Code, beyond these limited measures the designer can choose from a wide variety of prescriptive options or use the performance approach

*Continued page 34*



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(Copies of the CEC-adopted *Revisions to the Nonresidential Building Standards, Including Alternative Voluntary Standards for Offices* [P400-83-041] are available through the CEC Building Standards Development Office, 1516 Ninth Street, Sacramento, CA 95814. For further technical information, contact Bill Pennington, [916] 324-3383.)

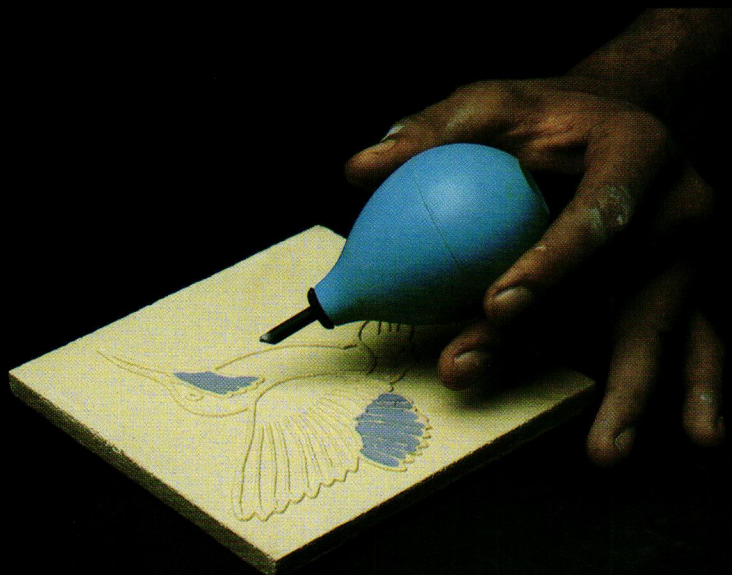
Establishing an energy saving approach to construction of new buildings over the past several years has required a great deal of adaptability on the part of the building industry and local building officials. While the tremendous benefits to consumers of energy efficient buildings are widely acknowledged, these benefits cannot be realized without costs to the industry, including changes in attitudes, approaches, and practices. As awareness of the advantages of energy conserving building design and operation has increased, however, the goals and efforts of the industry have become more closely aligned with those of state energy policy.

The construction industry issued a joint position statement on the revised nonresidential building standards on February 27, 1984. Signatories to the statement included the Association of General Contractors; California Council, The American Institute of Architects; California Hotel and Motel Association; California Retailers Association; Concrete Masonry Association of California and Nevada; Natural Resources Defense Council; and Prudential Insurance Company of America. The statement's major findings are summarized as follows:

- the revised standards represent a reduced regulatory burden to the industry;
- the revisions are acceptable to the industry as mandatory standards;
- the industry strongly supports completion of additional non-residential building standards for other occupancy types, and urges the Governor, the Department of Finance, and the Legislature to provide funding for this effort; and
- the industry supports uniform building standards throughout the state.

The cooperation and effective participation of the building industry in developing the standards was instrumental in the successful outcome of this effort. Through its willingness to assist the Commission, the industry played a key role in providing the benefits of improved energy efficiency to California consumers.

*California Energy Commissioner Russell L. Schweickart was the presiding member of CEC's Building Conservation Committee which drafted the Nonresidential Building Standards.*



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# OPEN LETTER TO GEORGE HASSLEIN, FAIA

I was given the opportunity to review and respond to your letter, in the July/August issue of *Architecture California*.

It was my hope that, after my own letter was printed in the May/June issue, we could all stop writing letters to magazines and sit down with our Alumni Association and discuss these problems among ourselves and with the administration to gain a consensus on our direction and destination, and conduct these matters face to face rather than in public print and view.

It's unfortunate that you weren't at Cal Poly in 1946-1948, when the first tough struggle to form the School took place. We had the beginning of a curriculum but we didn't have any teachers, and (to borrow your term) not even a shack to call our own.

Our group of about 65 students were mostly ex-GIs from WWII who were willing to sacrifice almost two years of our academic lives there to work with the administration to ensure the existence of a School of Architectural Engineering. This same group was later graduated as the first few who ventured into A & E to make names for themselves—and, incidentally, for Cal Poly itself.

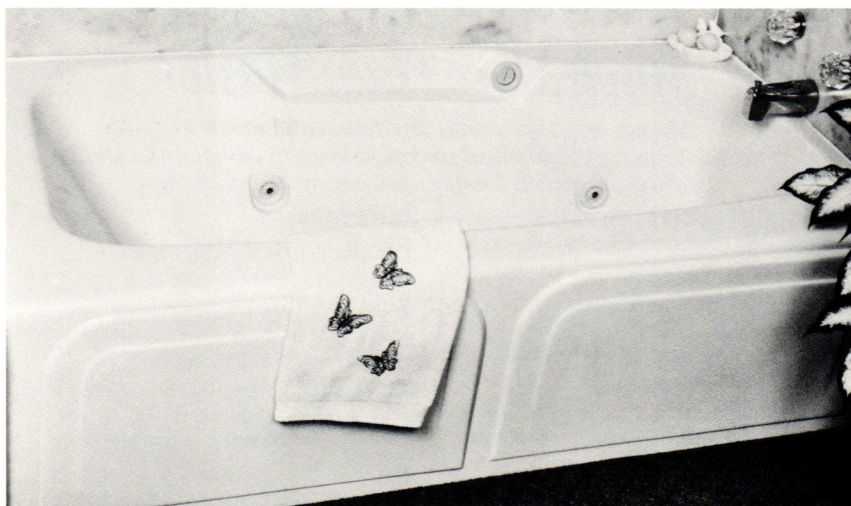
No, we were not an accredited school then, nor did we have any firms to fly to who were headed by Cal Poly alumni. This group had to jump hurdles on their own. Later we were the same graduates who backed you and the School with our own accomplishments, our money, and jobs for the later graduates—all helping in this way to move the School toward its present enviable position. We cared then—we care now.

Maybe, George, if those beginnings weren't as they were, we wouldn't have a School today. But on the other hand, if it had not been for people like Julian McPhee, Ralph Priestly, you and many other dedicated teachers and professionals (including many who were not Cal Poly graduates, by the way, and who gave us opportunities to work) we wouldn't have the excellent reputation we now enjoy. A lot of people worked to earn this reputation, right from the very beginning of the beginnings.

Let's hope this letter will be the end of our increasingly public series of love letters to (and about) Cal Poly. We need to move ahead by working together in ways that will serve to help the university into another beginning—called the Future!

Lew Litzie, AIA

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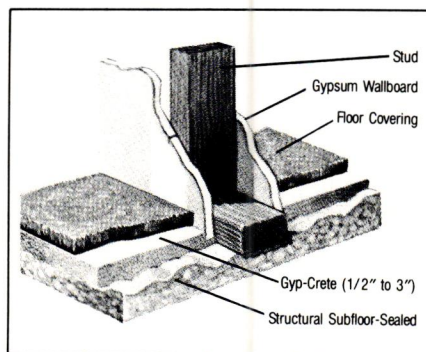
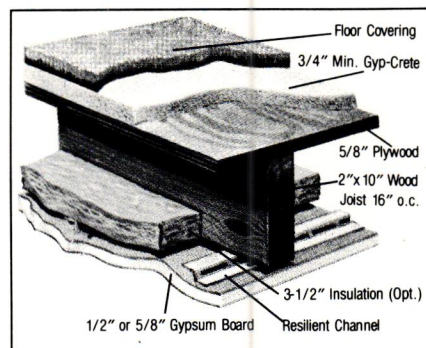
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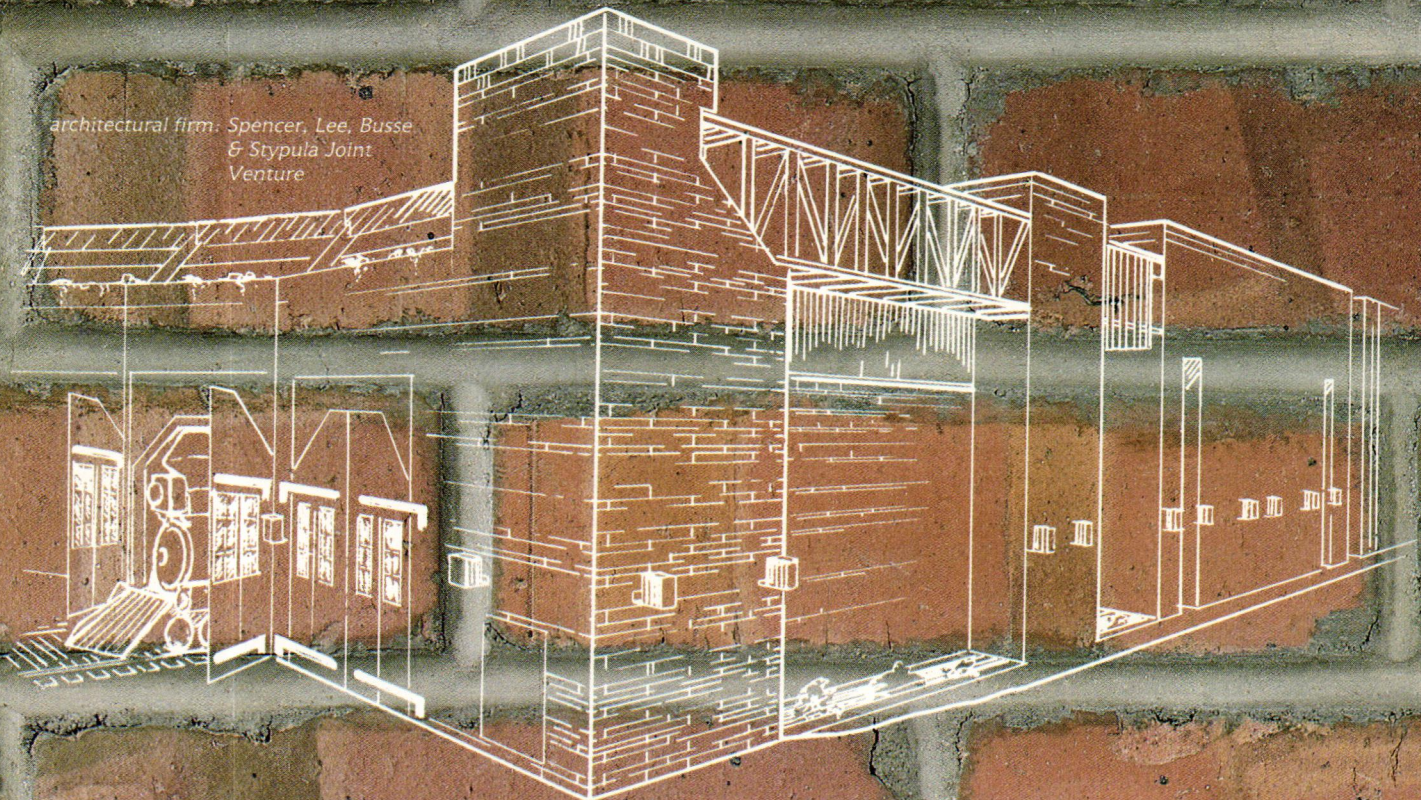


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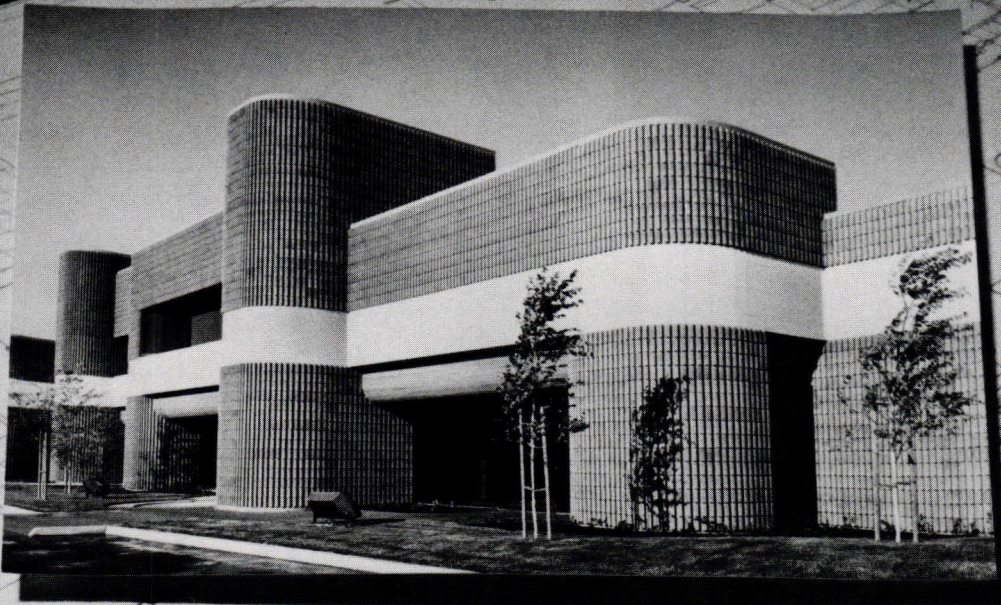
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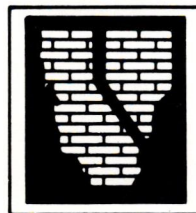
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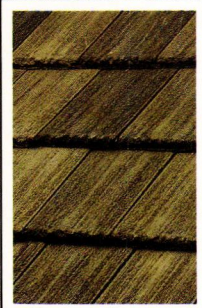




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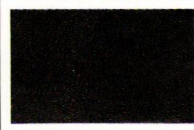
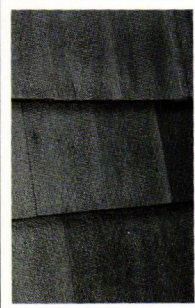
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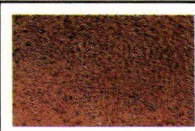
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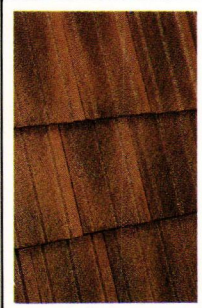


202 Shake Tan

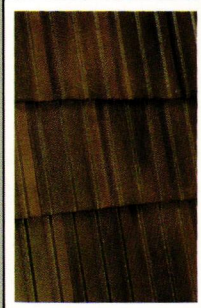


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